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## **Sponsorships Overview**

NJCH sponsorships support public humanities events, programs, and opportunities that help institutions serving the people of New Jersey explore, cultivate, and champion the public humanities in our lives and across the state’s diverse communities.

NJCH sponsorships are designed to fund activities that advance NJCH’s [mission](#) and [strategic goals](#), with the aim of providing greater visibility and access to audiences that are not currently served by NJCH through our grantmaking and other programmatic initiatives.

NJCH will provide funding up to \$3,000 for an organization's event, in return for marketing visibility and exposure. Requests for sponsorship support that exceed this limit will be considered on a case-by-case basis.

Sponsorships can support a variety of formats, including events, conferences, scholarships, or awards.

Regardless of type, projects must meet the following eligibility requirements:

- Applicant must be a 501(c)(3) nonprofit or government organization
- Program to be sponsored is open and accessible to the general public
- Program primarily serves New Jersey audiences and/or organizations
- Applicant must be in compliance with terms and conditions of previous NJCH grants, sponsorships, or awards.

Please note that individuals and for-profit organizations are not eligible for NJCH sponsorship support.

## **Funding Priorities**

NJCH’s funding priorities are revised annually in response to our strategic goals and the needs of the cultural sector in the state. For the 2022-23 application cycle, NJCH gives priority to sponsorship requests that:

- Support areas that are underserved in the NJ humanities ecosystem (i.e., geographic, demographic, institutional type, humanities disciplines)
- Support events/programs with a large number of attendees or viewership
- Support activities with low-cost or free attendance
- Provide equitable access to the humanities or educational/professional development opportunities for humanities-serving institutions

- Support activities that meet NJCH’s strategic priorities, but whose structure is not suited to NJCH’s current grantmaking programs or initiatives
- Support organizations not recently funded by NJCH grants
- Demonstrate a clear sense of the activity’s marketing and visibility potential, including logo placement, digital promotion, program inclusion.
- Support rapid response programs that address recent events that have had a strong impact on New Jerseyans and that would benefit from a humanities perspective. In such cases, standard expectations about timing may be waived on a case-by-case basis.

**Funding Limits, Duration, and Frequency**

Sponsorship awards may not exceed \$3,000. Requests for higher levels of sponsorship support may be considered on a limited, case-by-case basis and must be approved by NJCH staff prior to submitting an application.

All sponsorship project periods are six (6) months in duration, beginning on the first day of the month following application submission.

Sponsored events must start *no sooner than two (2) months* after application submission.

Sponsorship funding may not be used on any of the items or activities listed below:

- General operating support.
- Work outside of the humanities and the humanistic social sciences including the creation or performance of art; creative writing, autobiographies, memoirs, and creative nonfiction; and quantitative social science research or policy studies.
- Scholarly programs directed to a limited audience.
- The preservation, organization, or description of materials that are not regularly accessible for research, education, or public programming.
- Direct social action or political advocacy, including the advocacy of a particular program of social or political action, support of specific public policies or legislation, and lobbying.
- The purchase of land or facilities, capital projects, construction, or renovation.
- Acquisitions of major equipment over \$5,000 in value.
- Alcohol and entertainment.
- Fundraising activities, contributions to an endowment, and the repayment of loans or debts.
- Overlapping project costs with any other pending or approved application for federal funding, including an open or pending NJCH Incubation, Action, COVID-19, or other NJCH grant or award.
- Unallowable expenses as defined in [2 CFR 200](#) Subpart E – Cost principles.

**How to Apply**

Before applying, organizations must contact NJCH staff member Valerie Popp at [vpopp@njhumanities.org](mailto:vpopp@njhumanities.org) to discuss your sponsorship idea. Applications submitted without prior communication with NJCH staff will not be considered.

Once your sponsorship idea is provisionally approved by NJCH staff, you will receive a link to apply for and submit your sponsorship via NJCH's online award portal. A preview of the application is available [here](#).

### **Reporting**

A brief narrative report on project impact, attendance, results, and budget narrative with cost share must be provided within 90 days of the project. Sponsorship recipients will be expected to report on the ways that the sponsored event or activity was advertised/promoted; how outreach was conducted; and audiences served by the project.